



GRANTS THAT TRANSFORM TUCSON

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Purpose

The **Changemakers Grant Program** provides direct support to Tucson-based small businesses to support the economic growth of our entrepreneurial and small business community. These funds are a part of the The American Rescue Plan Act of 2021 (ARPA) and are being administered by the financial nonprofit Groundswell Capital and the City of Tucson.

The programs objective are to support a variety of direct and indirect economic outcomes such as:

Direct Economic Benefits:

- Increased business revenue
- Decreased businesses expenses
- Workforce development and upskilling
- High-quality job growth and retention

Indirect Economic Benefits:

- Clean energy transition support for small businesses (reduced exposure to on-site pollution, reduced emission ect)
- Increased community awareness and support for local small businesses
- Increased awareness and usage among small businesses of the many free community resources available for businesses in Tucson.

Application Timeline

Applications are due Sunday, Feb 11th 2024 at 11:00pm AZ

Applications will be submitted digital via Groundswell Capital website. Applications can be submitted in Spanish or English. Please ensure all components have been completed and uploaded, as incomplete applications will not be reviewed.

Please note the following timeline and key dates to plan accordingly. Items in gray are **OPTIONAL**. We are providing numerous opportunities -- both virtual and in-person -- for small business assistance with completing your grant, including access to computers and software. Assistance is offered in both Spanish and English.

Date	Description	Notes
Jan 1, 2024	Applications Open	Read full instructions, download templates, and submit via groundswellcapital.org
Jan 3, 2024	<i>(optional) Open Office Hours</i>	<i>Drop by for one to one support on applications. Location: 376 S Stone</i>
Jan 9, 2024	<i>(optional) Changemakers Grant</i>	<i>Join Zoom Meeting:</i>

	<i>Virtual Info Session 12pm - 1pm</i>	https://us06web.zoom.us/j/81595563214
<i>Jan 10, 2024</i>	<i>(optional) Open Office Hours 1pm - 3pm</i>	<i>Drop by for one-to-one support on applications (bilingual). Location: 376 S Stone</i>
<i>Jan 16, 2024</i>	<i>(optional) Changemakers Virtual Office Hours 11am- 12pm</i>	<i>Join Google Meeting: https://meet.google.com/jzq-fezy-eoq</i>
<i>Jan 17, 2024</i>	<i>(optional) Open Office Hours 1pm - 3pm</i>	<i>Drop by for one-to-one support on applications (bilingual). Location: 376 S Stone</i>
<i>Jan 23, 2024</i>	<i>(optional) Virtual Office Hours 5pm - 7pm</i>	<i>Join Google Meeting: https://meet.google.com/jvf-frmx-kfp</i>
<i>Jan 24, 2024</i>	<i>(optional) Open Office Hours 1pm - 3pm</i>	<i>Drop by for one-to-one support on applications (bilingual). Location: 376 S Stone</i>
<i>Jan 31, 2024</i>	<i>(optional) Open Office Hours 1pm - 3pm</i>	<i>Drop by for one-to-one support on applications (bilingual). Location: 376 S Stone</i>
Feb 11th	Applications Due 11pm AZ Time	Submit at groundswellcapital.com
Feb 16th - 22nd	Final Interviews	We will be connecting with finalists for an interview. Please be aware a key team member from your project must be available to meet the selection committee.
March 1, 2024	Award Ceremony	We will host an evening awards ceremony for grant winners.
Post-Award Funding		
April 15th, 2024	Progress Report Due	We will provide a brief report template to submit a report on your project progress.
June 15th, 2024	Final Report Due	We will provide a brief report template to submit a final report on your project.
Oct 31st, 2024	Follow-Up Survey Due	We will ask all grantees to complete a survey on the impact of the project.
March 1st, 2025	Follow-Up Survey Due	We will ask all grantees to complete a survey on the economic impact of the project.

Eligibility

In order to be eligible to submit for any of the Changemaker Grants you must:

- Be a **for-profit** business based within the City of Tucson (including the City of South Tucson)
- Have 50 or fewer employees
- Be registered to do business in the State of Arizona unless the business is a sole proprietorship (or will be registered prior to disbursement of funds)
- Be registered as a DBA if the sole proprietorship does business under a name other than the owner's
- Be independently owned and operated and not be dominant in its field of operation
- Not be facing any pending litigation or legal action
- Not have any business owners, including all managing members and/or officers, who have been convicted of financial crimes within the past three years
- Not have received alternate federal, state, or local grant funding to cover the same costs and/or uses included in this application
- Not be suspended or debarred from the use of federal funds
- Not be a franchise, unless the franchise is not a subsidiary of a larger corporation

Please note that specific grants may also have additional eligibility requirements (ex. years in business) that must also be observed.

Rules & Guidelines

- No company may receive more than \$10,000 in total funding, though you may choose to apply to multiple grants.
- Funding cannot be used for ineligible uses (listed in a section below)
- Your business must be based in the City of Tucson (including the City of South Tucson)

If your company is selected, you will be required to adhere to additional requirements such as:

- Submit a copy of IRS Form Tax Form W 9. You will receive a 1099 at the end of the year reporting
- Submit an IRS EIN #, ITIN #, or SS #
- **With the exception of the [CREATE] grant**, funding cannot be disbursed to a personal bank account, a business bank account must be set up prior to disbursement
- Grantees will be required to provide verification that funds were received once the funds have been disbursed, for our reporting purposes.
- Grantees must agree to complete all surveys and data forms associated with the reporting for this funding.

- Each finalist may be required to attend an in-person final interview prior to award disbursement as well as an in-person grant kick-off session.

Ineligible Uses of Funds

- Costs incurred prior to grant window
- Payment of non-business expenses (e.g., personal credit cards, family car, home repairs)
- Direct financing to political activities
- Religious activities, such as worship, religious instruction, or proselytization and/or those that promote or inhibit religious interest
- Costs previously covered by alternate federal, state, or local grant funding
- Payment of fines or federal or state taxes
- Purchase of drugs, tobacco, or alcohol
- Entertainment
- Bonuses
- Non-business travel

Reporting:

Grantees will be required to submit:

- Progress Report 1 by April 15th 2024
- Final Report 2 by June 15th 2024
- Grantee Survey Oct 31st 2024

Report templates will be provided. Each grantee will also participate in a Site Visit, where the grant administrator will visit the business location.

How to Submit

Your application, to be considered complete, must be submitted in full with the following documents by the deadline. Incomplete or past due applications will not be considered.

A Complete Application Includes:

1. Company Overview Survey: This asks for general information about your company.

Please be prepared to enter information such as:

- A brief (2-3 sentence) description of both your company and project
- Estimated annual revenue
- Estimated annual expenses
- How much you intent to apply for
- Business address and contact information
- How long you have had paying customers

2. Attached Documents

- a. Project Description
- b. Project Budget
- c. Appendix Package (this will vary depending on the grant you are applying for so ensure you read the specific grant description carefully. There is a chart below that summarizes required attachments per grant)

Part 1: Company Overview Survey

The Company Overview Survey is to be completed through clicking the **Apply Now** button on the Groundswell Capital website. Part 1 includes a digital survey to complete.

Part 2: Attached Documents

Part 2 of the application is completed by attaching the following documents:

A) Project Description

Your project description will be written in Times New Roman or Arial, with 11-point font, 1-inch margins single-spaced. It is not to exceed 6 pages. Longer does not mean better. Your Project Description will be evaluated on how clearly you have thought through the use of funds and the overall impact of the proposed project on your business's growth potential.

Your project description must include the following sections.

- 1) **Project Overview:** Briefly describe your proposed project and how it aligns with the purpose of the grant you are applying for. Describe the timeline for spending the funds and project completion. Demonstrate that you have a clear strategy for how you will implement this project and have completed any necessary cost assumption (ie. have gathered any necessary quote or priced out inventory).
- 2) **Use of Funds:** Describe specifically how you will use the funds to accomplish the project you have proposed. Your uses of funds must align with the budget and expenses you include. If you are supplementing the grant funds with other sources of funding (ie. revenue, loans, other grants), be sure to include those too.
- 3) **Anticipated Impact:** Describe how you anticipate these funding will have a positive impact on your business. If you are able, project the total economic impact of this project in terms of new revenue, increased efficiency, job creation, or other valuable business benefits.

B) Project Budget

We have included a project budget template as part of the application materials in Excel format. Please complete and submit, in Excel format, with your application materials. If you need access to Excel or any other technological support, you can attend any of the open office hours in January with the City Navigators. Your project budget must demonstrate that you have clearly thought through how you will use the funds and articulated it through a researched, accurate, reasonable budget.

C) Appendix

Please review the grant instruction page for additional materials to include in the appendix package.

Uploading Documents:

Please note all documents are uploaded to the same section on the application form. Each application is limited to 10 documents that can be uploaded. **Please limit document type to PDF or Word/Excel**

Grant Name	Required Uploads	Optional/If Applicable Uploads
Groundswell Growth Fund	<input type="checkbox"/> Project Description <input type="checkbox"/> Project Budget	No required Appendix Information
Groundswell Seed Fund	<input type="checkbox"/> Project Description <input type="checkbox"/> Project Budget <input type="checkbox"/> Business Plan <input type="checkbox"/> Summary of founding team and/or advisors	If your company has NOT launched please include one or more of the following in your appendix section: - A pitch deck - Projection financials - Go-to-market strategy - Market research - Product mock-ups or photos
Good Energy Grant	<input type="checkbox"/> Project Description <input type="checkbox"/> Project Budget	If your project requires building modifications please include either - Proof of ownership of the building - Signed letter of support from the building owner
Upskilling Tucson	<input type="checkbox"/> Project Description <input type="checkbox"/> Project Budget <input type="checkbox"/> Employee letter of support	If you are business that is participating in the City of Tucson's Legacy Business Program please include: - Proof of participation
Keep Tucson Amable	<input type="checkbox"/> Project Description <input type="checkbox"/> Project Budget <input type="checkbox"/> Community Letter of Support	
[CREATE] Content	<input type="checkbox"/> Project Description	

with a Purpose	<input type="checkbox"/> Project Budget <input type="checkbox"/> Portfolio Document <input type="checkbox"/> Letter of Support from Participating Business	
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Grant Period & Timeline

Applications will open January 1st 2023 and will close Feb 11th at 11pm (AZ). Our aim is to make selection announcements on March 1st, but that may be subject to change. All funds must be disbursed and funding projects initiated by April 1st. The grantee is required to complete brief progress reports and final survey data, outlined in the post award section of the timeline above.

Important Notes

No person or business will be excluded from participation in, denied the benefit of, or be subjected to discrimination under any program or activity funded in whole or in part with the City’s funds on the basis of race, color, religion, sex including pregnancy (childbirth, and related medical conditions), sex stereotyping, transgender status and gender identity, national origin (including limited English proficiency), age, disability, or political affiliation or belief.

Grant awards may be considered taxable income. Recipients may receive a 1099-G for the funds received. Businesses should consult with a tax professional to determine whether the grant award is considered taxable income. Recipients found to have expended grant funds on expenses previously covered by another federal, state, or local program or on ineligible expenses will be required to repay all grant funding awarded by this program.

Website URLs:

General: <https://www.groundswellcapital.org/changemakers>

Good Energy Grant: <https://www.groundswellcapital.org/goodenergy>

Groundswell Seed Fund: <https://www.groundswellcapital.org/seedfund>

Groundswell Growth Fund: <https://www.groundswellcapital.org/growthfund>

Upskilling Tucson: <https://www.groundswellcapital.org/upskilling>

Keep Tucson Amable: <https://www.groundswellcapital.org/amable>

[CREATE] Content With a Purpose: <https://www.groundswellcapital.org/create>

